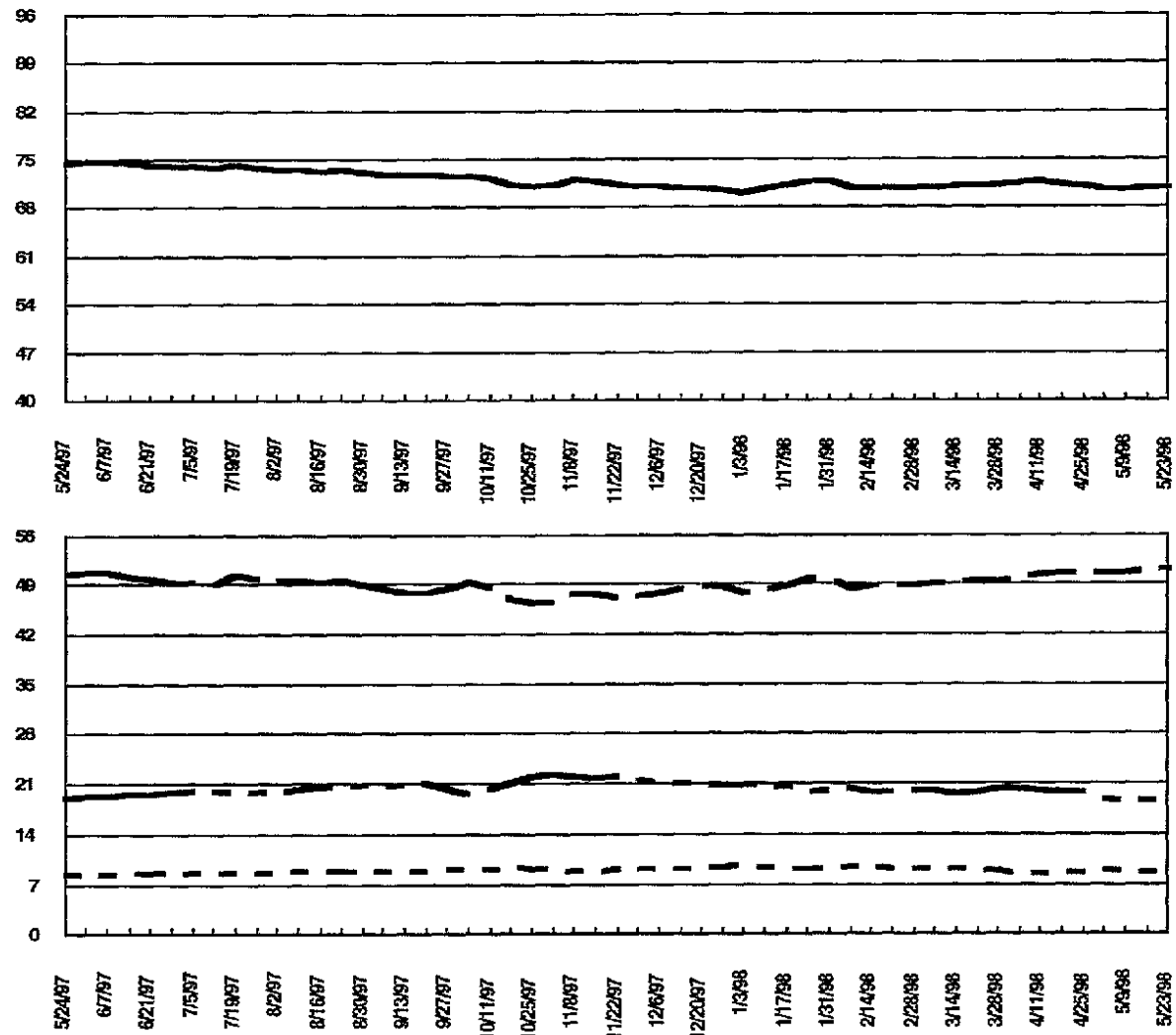
CIGARETTES CHEAPER (Region 5)
THROUGH W/E 5/23/98



	26 WK	13 WK	FY 97	YTD 98	DIFF
Philip Morris	70.76	70.79	72.89	70.86	-2.03
Marlboro	50.01	50.97	49.49	49.80	0.30
OPB	10.56	10.57	10.63	10.57	-0.06
Basic	8.57	7.74	10.23	8.93	-1.30
R. J. Reynolds	8.95	8.72	8.72	8.79	0.07
Camel	3.63	3.61	3.52	3.59	0.07
Winston	2.04	1.95	1.95	1.99	0.04
Doral	0.08	0.08	0.08	0.08	0.00
B&W	11.39	11.47	11.01	11.33	0.32
GPC	2.72	2.80	2.45	2.73	0.28
Lorillard	6.36	6.28	5.72	6.36	0.64
Newport	1.87	1.81	1.47	1.90	0.43
Liggett Group	0.00	0.00	0.17	0.00	-0.17
Premium	80.81	81.45	80.17	80.38	0.22
Private Label	3.08	3.17	3.09	3.13	0.04
Avg Ind CPW	752.38	786.84	690.80	768.75	77.95
Avg PM CPW	532.35	556.98	503.51	544.71	41.19
Avg Marl CPW	376.25	401.02	341.91	382.83	40.92
# of Stores	340	340	339	340	1

Source: STARS Store Level Data
Includes All Stores
Leadership Accounts Package

2071850352

Source: https://www.industrydocuments.ucsf.edu/docs/zjkn0004